



App. No. 09/711,511

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): David K. Gifford
App. No.: 09/711,511
Conf. No.: 8013
Filed: November 14, 2000
Title: DIGITAL ACTIVE ADVERTISING
Art Unit: 3623
Examiner: Susanna M. Meinecke Diaz
Docket No.: 113948-041

Commissioner for Patents
Washington, DC 20231

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Amendment B
Ellis
1-5-04
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RESPONSE TO RESTRICTION REQUIREMENT

Sir:

In response to the Office Action dated November 3, 2003, please amend the above-identified patent application as follows:

In the Claims:

Claim 1 (original): A network sales system comprising
a plurality of buyer computers and at least one merchant computer interconnected
by a communications network,
means at each merchant computer for maintaining and providing a database of
digital advertisements comprising
means for storing said digital advertisements, each digital advertisement including
a product abstract,
means for communicating a digital advertisement to a buyer computer over said
network in response to a network request from said buyer computer,
means at each buyer computer for requesting, displaying, and responding to digital
advertisements comprising
means responsive to a user inquiry for selecting a merchant computer and obtaining a
digital advertisement for a product from said database of advertisements at said merchant
computer,
display means for displaying said advertisement,